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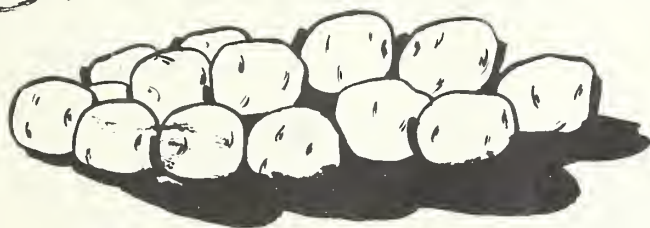
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acreage marketing guides



1971

LATE SUMMER AND FALL POTATOES



U. S. DEPT. OF AGRICULTURE
CONSUMER AND MARKETING SERVICE

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PREFACE

Acreage-marketing guides are prepared each year for the six seasonal potato crops. The guide recommendations suggest potato plantings by seasons and producing areas within the seasonal group, which with average yield should result in enough production for consumer needs, but not enough to depress growers' income.

USDA's Consumer and Marketing Service continually studies markets for potatoes. These studies include evaluations of acreage, yield, production, price, shipments, unloads, foreign trade, shifts in geographical concentration, and competitive relationships between seasonal crops and among producing areas within the seasonal groups. Also, the potential demand for fresh table potatoes is measured against the rising market for processed food potatoes. A wide range of data are available for studies on potatoes which continue to be a popular item on most consumers' food shopping lists.

On the basis of these studies guide recommendations have been developed for 1971 crop levels. The recommendations are also reviewed by representatives of other USDA agencies who are familiar with the potato industry. The final recommendations for 1971 crop potatoes are presented in this publication. If 1971 potato levels are kept in line with guide recommendations, few marketing difficulties will be encountered by growers.

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2001
ACREAGE-MARKETING GUIDES
1971 LATE SUMMER AND FALL POTATOES : //

I. THE NATION'S ECONOMY

The economy in 1971 is poised to recover from the 1969/70 slowdown. With productivity improving, credit easing, and price increases slowing in some sectors, consumers and certain investors may strengthen their spending during the new year. Barring a prolonged steel strike, this expansion, coupled with larger Federal, State, and local expenditures in fiscal 1972, should be under-way during the second half of the year.

Housing is expected to lead the 1971 recovery as more funds become available to the mortgage market. State and local Government expenditures, exports, and inventory investment are good bets to share in a general advance throughout the year. Recent liberalization of depreciation allowances should aid business investment in new plant and equipment. A number of industries may expand facilities to overcome energy and transportation shortages and to merchandise innovations now being created. Moreover, rising wage rates, some further reduction in taxes, and increased social and welfare payments will lead to further gains in after-tax income despite lingering unemployment.

As economic activity picks up, disposable income is expected to rise and contribute to continued strong demand for food. In addition, the usual population increase and larger governmental expenditures on food stamp programs and other programs will add to the demand for food.

II. POTATO SUMMARY

U. S. potato acreage has been holding on a level plane, yield per acre is increasing, and total production has been exceeding primary market needs for food and seed by a wide margin. The potato industry continues highly competitive with the result that grower prices frequently are under pressure. Moreover, annual value of potato sales vary widely. In 1968, sales were \$589 million and in 1969, \$622 million.

The 1970 crop year reflected recent trends in that total acreage was close to that of a year earlier but average yield and total production both set new records. Fall potato production (largely stored for later marketing and the principal source of total supply) was a record 252.8 million hundredweight, 6 percent above a year earlier. Much of the production increase was in the West where output has been responding to growing demand by food processors. Nevertheless, 1970 fall production was excessive and 1970/71 fall and early winter price levels averaged \$1.94 per hundredweight, which was well below parity.

As storage stocks undergo gradual depletion during the late winter and early spring, the potato market is expected to improve. Prospective planting intentions for 1971 spring potato producing areas closely match USDA guide recommendations, and a moderate spring crop is anticipated. If so, this would aid in the clean-up of storage potatoes.

The 1971/72 outlook for food potatoes is for a slowly growing total market. Per capita use should closely match the 1969 estimate of 118 pounds.

Little change is expected in total sales of fresh potatoes. However, some growth is expected in aggregate sales of processed potato products, including chips, frozen and dehydrated items.

Market requirements for food potatoes have shown an erratic upward trend. The quantity of 1969 crop potatoes used for food was a record 245.2 million hundredweight, 6 percent above the 1965-68 average of 231.5 million. In the past decade, total use of fresh table potatoes declined substantially. At the same time, total use of processed food potatoes more than doubled. In 1969, 53 percent of total food consumption consisted of fresh potatoes, and 47 percent processed. In 1959, the comparable percentages were 79 and 21, respectively. During the early 1970's, processed food potatoes are expected to capture more than half the food market.

Potato seed requirements show little year-to-year change with the recent average use amounting to 24.5 million hundredweight. Seed requirements from the 1971 crop for planting 1972 acreages should approximate the recent average.

For the 1971 season, USDA recommends that growers reduce total plantings substantially so that the resulting output will more closely match market needs. If so, the reduced supplies likely would result in a better return to growers. Potato production and utilization data for selected years follow:

Crop year	Total : production : Mil. cwt.	Utilization			Value of sales Mil. dollars
		Food	Seed	Residual 1/	
		-----	Mil. cwt.	-----	
1960	257.1	203.3	22.4	31.4	456.8
1965	291.2	234.2	23.4	33.6	665.1
1969	311.9	245.2	24.6	42.1	622.3
1970	324.9	Not available			

1/ Includes use for starch, flour, feed, shrinkage, waste and loss.

III. 1971 POTATO RECOMMENDATIONS

The 1971 acreage-marketing recommendations are shown on pages 6 and 7.

The total planting guide for the 1971 late summer crop is 118,055 acres, 6 percent less than in 1970. Such an acreage, with average yield per planted acre, will result in a production of 29.2 million hundredweight, 5 percent less than the 1970 output.

The total planting guide for the 1971 fall crop is 1,012,720 acres, 9 percent less than in 1970. Such an acreage, with average yield per planted acre, will result in a production of 226.8 million hundredweight, 10 percent less than in 1970.

The total U. S. acreage recommended by C&MS for 1971 potatoes--for winter, spring and early summer crops, as well as late summer and fall--is 1,343,075 acres. This is 8 percent less than the 1970 acreage. With average yields on the recommended acreages, total potato production in 1971 would amount to 298 million hundredweight, compared to the 1970 record crop of 324.9 million.

IV. LATE SUMMER POTATOES

Late summer potato production is concentrated in New Jersey, Long Island, Michigan, Wisconsin, Minnesota, Colorado, California and Washington. During recent years, output has declined in the East, held about steady in the Midwest, and increased in the West, chiefly in Washington where production has been stepped up to meet needs of freezers and dehydrators. In 1970, 28 percent of the seasonal output originated in Washington, 12 percent in Wisconsin and Colorado respectively, and 11 percent in New Jersey.

During the past decade, late summer potato acreage declined by almost a third, but average yield increased about 20 percent. As a result of the inverse trends in acreage and yield, total late summer production has held on a relatively level plane (Figure 1).

Most of the late summer crop is marketed fresh for table use, although a significant volume is sold to chippers. In addition, a large volume of Washington's potatoes is used by local food processors.

Prices received for late summer potatoes are affected significantly by the overlap of early summer shipments, timing of late summer harvest in major producing areas, as well as the progress of the crop in fall producing areas. Short-term price increases may result in the late summer when harvest is interrupted or delayed by rain. The 1965-69 average farm price for late summer potatoes was \$2.14 per hundredweight. The 1970 price approximated \$2.30.

Active harvest of the 1970 late summer crop began in late July, about 1-2 weeks later than normal. Cool weather delayed maturity of the Washington crop, and in that State, shipments were light during July. But late summer harvests accelerated thereafter. In New Jersey, Wisconsin and on Long Island, 1970 late summer shipment totals ran well ahead of those a year earlier. But fresh shipments from Colorado, Idaho, Oregon and Washington were considerably less. The 1970 farm price for late summer potatoes reflected the light initial movement and bunching of supplies later on. The farm price averaged \$3.56 per hundredweight in July, \$2.53 in August and \$2.05 in September.

In view of the relatively static market for fresh table potatoes, and the increase in inventories of processed potatoes, a moderately smaller late summer output in 1971 should result in an improved market balance. (Data on this crop are shown in Table 3, page 8.)

Table 1.--Potatoes, Late Summer and Fall Crops and Summary:
1971 Acreage Guides

Season and State	Acreage : guide : 1971	Percentage : change from : 1970	Season and State	Acreage : guide : 1971	Percentage : change from : 1970
	Acres	Percent		Acres	Percent
<u>Late Summer:</u>			<u>Fall:</u>		
New York, L.I.	7,075	- 8	Maine	143,670	- 6
New Jersey	12,100	0	New Hampshire	800	0
Ohio	3,400	0	Vermont	1,200	0
Indiana	900	0	Massachusetts	4,935	- 3
Illinois	2,000	0	Rhode Island	4,990	- 8
Michigan	10,740	- 2	Connecticut	4,900	0
Wisconsin	16,000	0	New York, L.I.	23,300	0
Minnesota	7,700	- 3	New York, Upstate	33,410	- 5
Iowa	2,975	- 7	Pennsylvania	<u>33,390</u>	<u>- 5</u>
Nebraska	2,675	- 4	8 Eastern-Fall	250,595	- 5
Maryland	700	0			
Virginia	900	0	Ohio	10,710	-11
West Virginia	4,600	0	Indiana	5,605	- 3
North Carolina	845	- 6	Michigan	28,185	- 6
Colorado	14,535	-12	Wisconsin	35,110	- 5
New Mexico	2,600	0	Minnesota	89,640	- 6
Washington	22,210	-15	North Dakota	107,315	-11
California	<u>6,100</u>	<u>0</u>	South Dakota	6,545	-15
Total	118,055	- 6	Nebraska	<u>6,700</u>	<u>- 9</u>
			8 Central-Fall	289,810	- 8
			Montana	7,450	- 4
			Idaho-10 S.W. Co.	28,900	-15
			Idaho-Other Co.	263,760	-11
			Wyoming	3,500	- 8
			Colorado	34,170	- 9
			Utah	6,500	0
			Washington	51,850	-15
			Oregon-Malheur Co.	18,275	-15
			Oregon-Other Co.	31,455	-14
			California	<u>26,455</u>	<u>-11</u>
			8 Western-Fall	472,315	-12
			<u>Total Fall</u>	<u>1,012,720</u>	<u>- 9</u>
			Total Winter	19,500	0
			Total Spring	111,400	- 1
			Total Summer	199,455	- 4
			<u>Total Fall</u>	<u>1,012,720</u>	<u>- 9</u>
			U. S.	<u>1,343,075</u>	<u>- 8</u>

Table 2.--Potatoes, Late Summer and Fall Crops and Summary:
1971 Marketing Guides 1/

Season and State	:	Marketing guide 1971	:	Season and State	:	Marketing guide 1971
		<u>1,000 cwt.</u>				<u>1,000 cwt.</u>
<u>Late Summer:</u>			<u>Fall:</u>			
New York, Long Island		1,839	Maine		33,619	
New Jersey		3,146	New Hampshire		184	
Ohio		646	Vermont		238	
Indiana		153	Massachusetts		967	
Illinois		342	Rhode Island		1,212	
Michigan		2,105	Connecticut		1,102	
Wisconsin		3,520	New York, Long Island		6,244	
Minnesota		1,901	New York, Upstate		7,951	
Iowa		541	Pennsylvania		<u>7,580</u>	
Nebraska		409	8 Eastern Fall		59,097	
Maryland		98				
Virginia		76	Ohio		2,206	
West Virginia		345	Indiana		1,452	
North Carolina		120	Michigan		6,623	
Colorado		3,183	Wisconsin		8,496	
New Mexico		504	Minnesota		11,474	
Washington		8,106	North Dakota		15,346	
California		<u>2,135</u>	South Dakota		720	
Total Late Summer		29,169	Nebraska		<u>1,702</u>	
			8 Central-Fall		48,019	
			Montana		1,333	
			Idaho - 10 S. W. Co.		8,959	
			Idaho - Other Co.		55,390	
			Wyoming		560	
			Colorado		8,611	
			Utah		1,105	
			Washington		21,777	
			Oregon Malheur Co.		5,300	
			Oregon-Other Co.		8,367	
			California		<u>8,254</u>	
			8 Western-Fall		119,656	
			<u>Total Fall</u>		<u>226,772</u>	
			Total Winter		3,708	
			Total Spring		25,526	
			Total Summer		41,994	
			<u>Total Fall</u>		<u>226,772</u>	
			<u>U. S.</u>		<u>298,000</u>	

1/ Computed: Product of acreage guides for 1970 multiplied by average yield per planted acre.

Table 3.--Potatoes, Late Summer Crop: Selected data for groups of States, 1968-70

Group		Acreage		Yield per acre	Production 1,000 cwt.	Farm price Dollars per cwt.	Value of production 1,000 dollars
		Planted	Harvested				
		1,000 acres	1,000 acres				
Eastern:	1970	19.8	19.8	263	5,209	N.A.	N.A.
	1969	20.4	20.0	254	5,070	2.28	11,541
	1968	20.5	20.5	255	5,228	2.07	10,802
Central:	1970	47.2	45.7	219	9,991	N.A.	N.A.
	1969	47.1	45.0	210	9,446	2.57	24,242
	1968	47.7	46.4	197	9,127	2.14	19,507
Western:	1970	51.2	50.5	294	14,867	N.A.	N.A.
	1969	45.3	44.4	313	13,910	1.91	26,621
	1968	49.3	48.9	303	14,810	1.82	26,924
Other:	1970	7.1	7.1	86	614	N.A.	N.A.
	1969	7.5	7.5	92	692	2.77	1,916
	1968	7.8	7.8	88	687	2.74	1,881
All:	1970	125.3	123.1	249	30,681	N.A.	N.A.
	1969	120.3	116.9	249	29,118	2.19	64,320
	1968	125.3	123.6	242	29,852	1.97	59,114

N. A. - Not available. Note: Eastern includes L. I. and N. J.; Central includes Ohio, Ind., Ill., Mich., Wis., Minn., Iowa, and Nebr.; Western includes Colo., N. Mex., Wash., and Calif.; Other includes Md., Va., W. Va., and N. C.

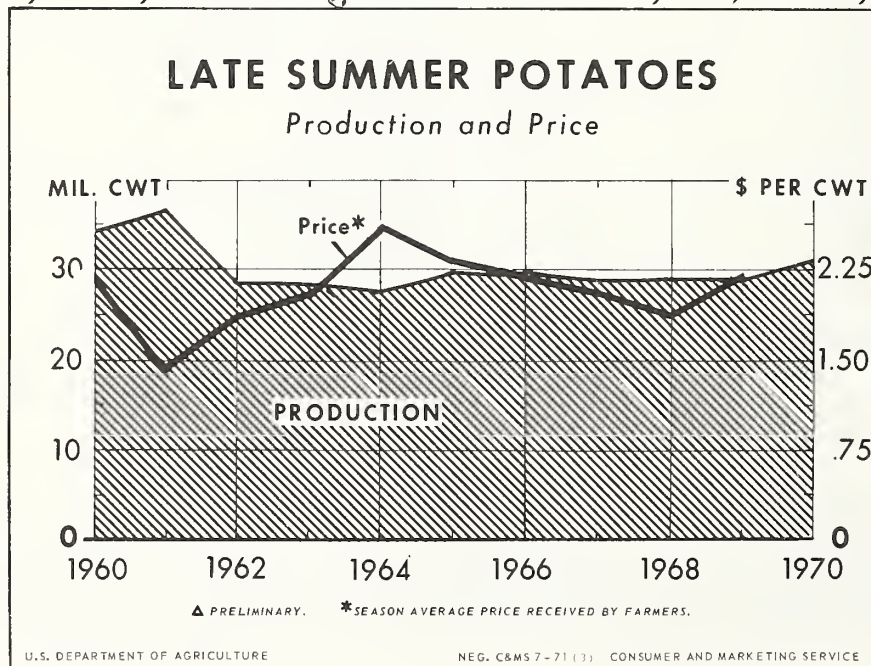


Figure 1

V. FALL POTATOES

Since 1965, the successive annual plantings of fall potatoes have held within a narrow range. Yield per acre, which has been trending upward, attained a record average of 231 hundredweight in 1970. Also, the 1970 production was a record--251.8 million hundredweight, up 6 percent from 1969.

The bulk of the eastern crop continues to originate in Maine. Minnesota and North Dakota dominate in the central States, and Idaho and Washington are principal sources in the West. In 1970, 25 percent of the total fall crop originated in the eastern group of States, 21 percent in the central group, and 54 percent in the western group. The portion of the fall crop produced in the western group increased during the 1960s; the latter group produced 37 percent of the 1960 total fall crop.

Varietal production in the eastern and central States consists chiefly of round varieties, although long varieties are increasing in importance in several States, including Maine, New York, Michigan and Wisconsin. The long variety, principally Russet Burbank, predominates in western States. However, a significant volume of round reds are harvested in Colorado.

Potatoes produced in eastern and central States are sold chiefly in table, seed, and chip outlets. In addition, substantial quantities of potatoes in Maine, Michigan, and the Red River Valley are utilized by food processors. In 1969, approximately 28 percent of the Maine crop was utilized by local plants manufacturing frozen potato products. In addition, almost 6 percent was utilized for starch.

Both dehydrating and freezing plants are located in potato producing areas in the Red River Valley, Idaho, Washington, and Oregon. Local food processors utilized 60 percent of the 1969 production in Idaho, and approximately 65 percent of Washington's crop. Processor use of Washington's 1970 crop is at a substantially higher rate compared with the previous season. Western growers continue to supply large quantities to fresh table markets, as well as seed and chip outlets.

Potato starch plants are located in Maine, the Red River Valley, Colorado, Idaho, the Tulalake area in California and Washington.

In recent years, fall potato production has exceeded market needs, and grower prices have been under pressure. Although prices for fresh table potatoes continue to fluctuate widely, an increasing quantity of the crop is being sold to processors under contract prices. As a result, the weighted average price received by growers for fall potatoes in recent seasons except in 1967 has held within a narrow range; the 1965-69 average was \$2.00 per hundredweight.

Disappearance of 1970 fall crop storage potatoes from time of harvest to March 1, 1971 was a record 157.2 million hundredweight, and compares with a disappearance of 151.9 million from the 1969 crop and 138.9 million from the 1968 crop during the comparable period. Up to March 1, 1971 movement of storage potatoes to fresh market outlets and to chippers, as indicated by rail and truck unloads, was below a year earlier. But utilization by food processors

was running ahead of the previous season.

On March 1, 1971, total storage stocks were a record 94.6 million hundredweight, 8 percent more than the 87.4 million estimated as of March 1, 1970. The bulk of the increase in stocks was in the West; holdings in the West were 53.1 million hundredweight, 11 percent more than the 48.0 million reported on March 1, 1970. Also, total stocks in the East were 24.7 million hundredweight, 4 percent above 1970's 23.7 million. The central group of States reported March 1, 1971 stocks of 16.8 million hundredweight, almost 8 percent more than the year-earlier total of 15.6 million.

In the late winter and early spring of 1971, disappearance of storage potatoes is expected to continue at a high rate. The combined movement of storage potatoes into fresh market and food processing outlets likely will approximate the year-earlier volume. And seed use will increase to a seasonal peak. As a result of cold weather, the 1971 initial harvest in spring potato producing areas may start later than normal. If so, demand for storage potatoes in the early spring should be relatively strong.

From October 1970 through February 1971, the average monthly price received by farmers, for potatoes held on a level plane; the range was \$1.91 per hundredweight to \$1.97. The comparable range a year earlier was \$1.81 to \$2.34, with prices increasing over the 5-month period.

To improve market balance in 1971, a 9 percent reduction is recommended in total fall plantings. Assuming, normal acreage loss and average yield by States, the guide acreage would result in a 1971 total fall production of 226.8 million hundredweight. This compares with the 1970 record output of 251.8 million hundredweight and the 1965-69 average of 227.0 million.

Details on the fall crop are shown in Table 4 and Figures 2 through 5. Data for principal States are included in Figures 6 through 15, beginning on page 13.

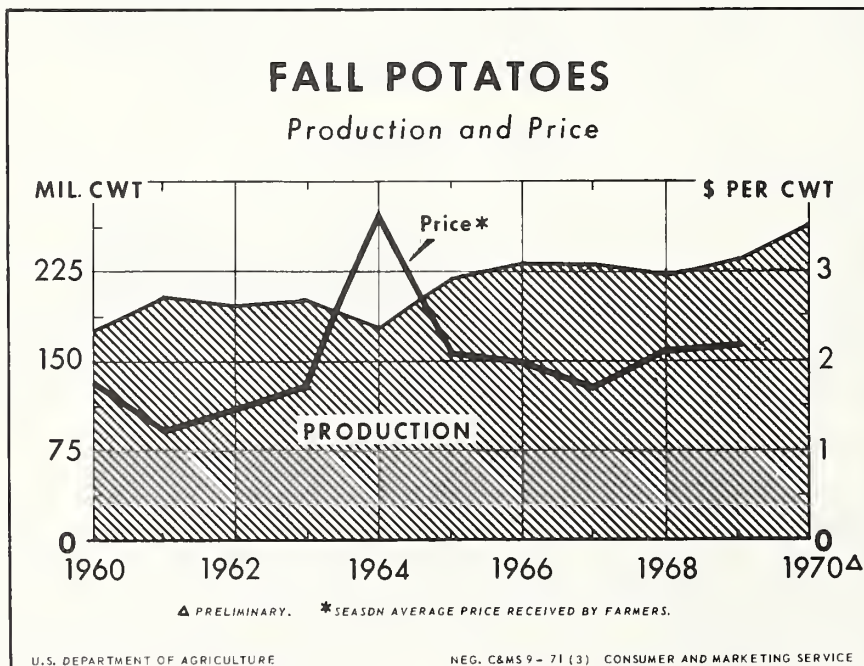


Figure 2

Table 4.--Potatoes, Fall Crop: Selected data, 1968-70 crops

Fall crop; region :	Acreage	Yield :	per	Production:	price :	Value
:	Planted	harvested:	acre	Million	Dollars	of
:	1,000	1,000	cwt.	cwt.	per cwt.	sales
:	acres	acres				Dollars-
:						million
8 Eastern States:						
1970	263.7	258.8	243	62.8	N.A.	N.A.
1969	277.6	271.0	229	62.0	2.53	137.5
1968	275.1	274.6	232	63.8	2.11	119.4
8 Central States:						
1970	315.0	301.5	173	52.2	N.A.	N.A.
1969	314.3	298.2	172	51.2	1.99	90.4
1968	314.9	293.0	169	49.6	1.86	79.2
9 Western States:						
1970	534.3	529.8	258	136.8	N.A.	N.A.
1969	510.9	501.7	250	125.3	2.00	220.0
1968	466.3	462.2	232	107.4	2.22	212.0
U.S. Fall Crop:						
1970	1,113.0	1,090.1	231	251.8	N.A.	N.A.
1969	1,102.8	1,070.9	223	238.5	2.14	447.9
1968	1,056.3	1,029.8	214	220.8	2.11	410.6

N.A. - Not available.

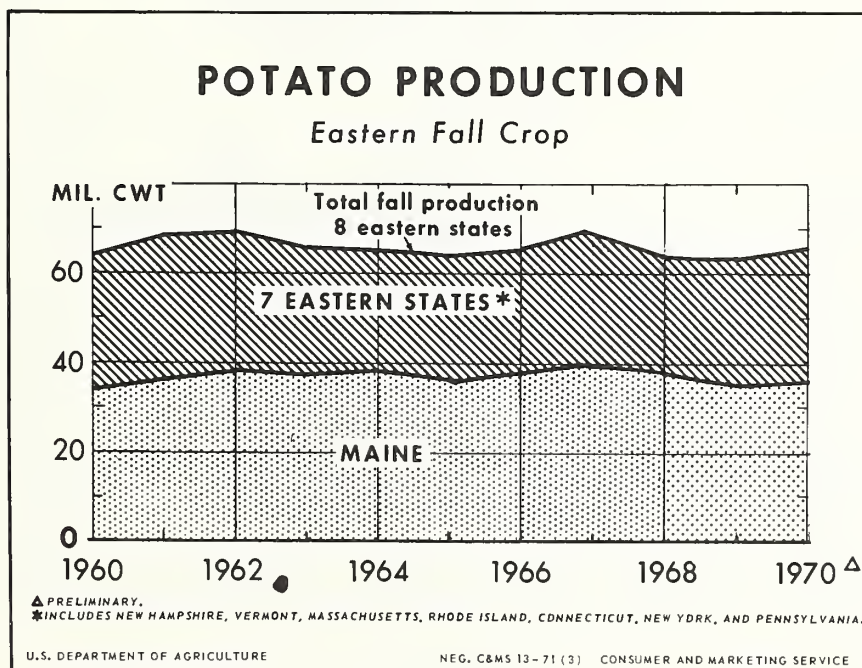


Figure 3

V. FALL POTATOES (Continued)

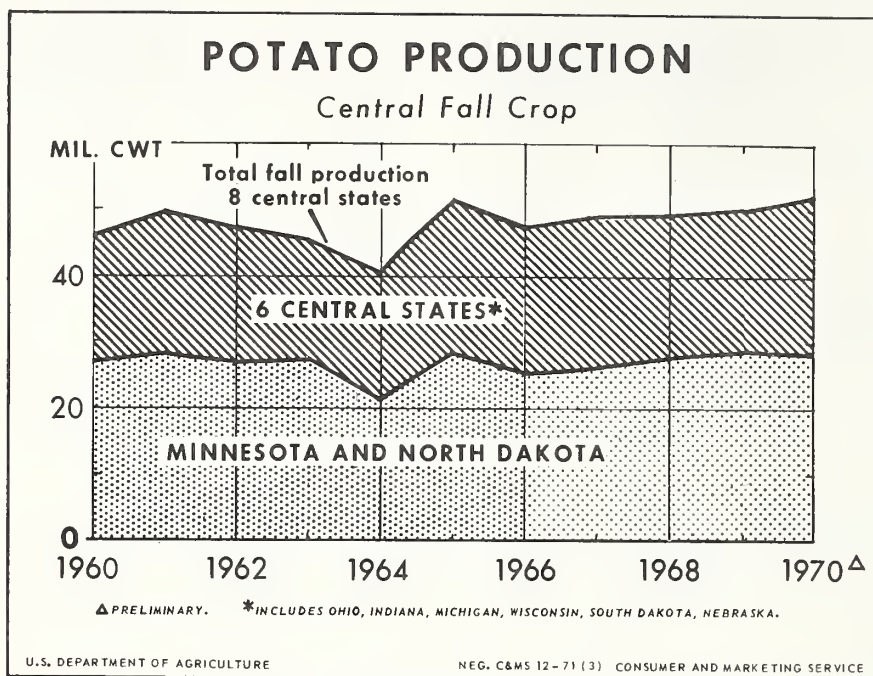


Figure 4

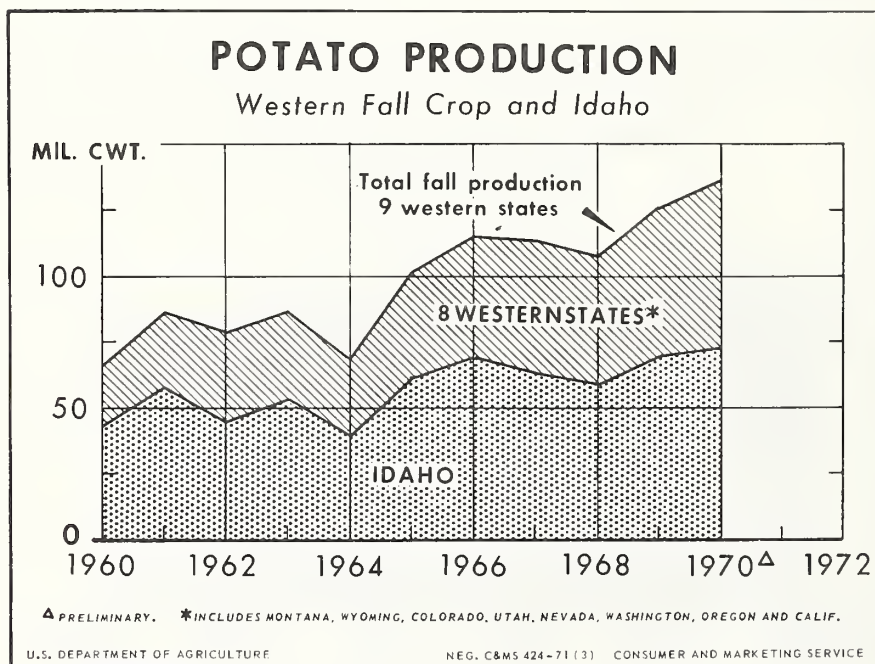


Figure 5

VI. POTATO PRODUCTION AND PRICE, SELECTED STATES

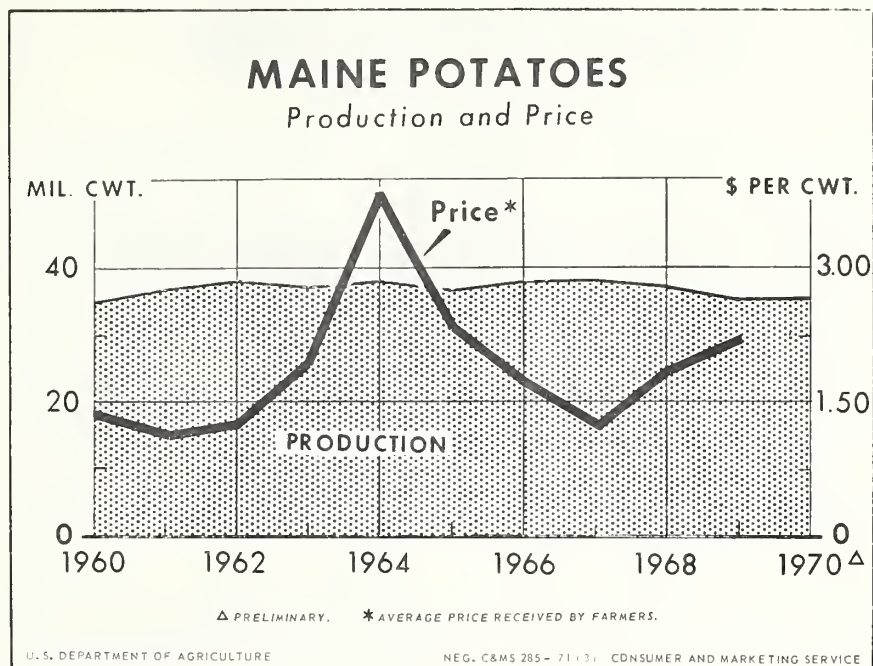


Figure 6

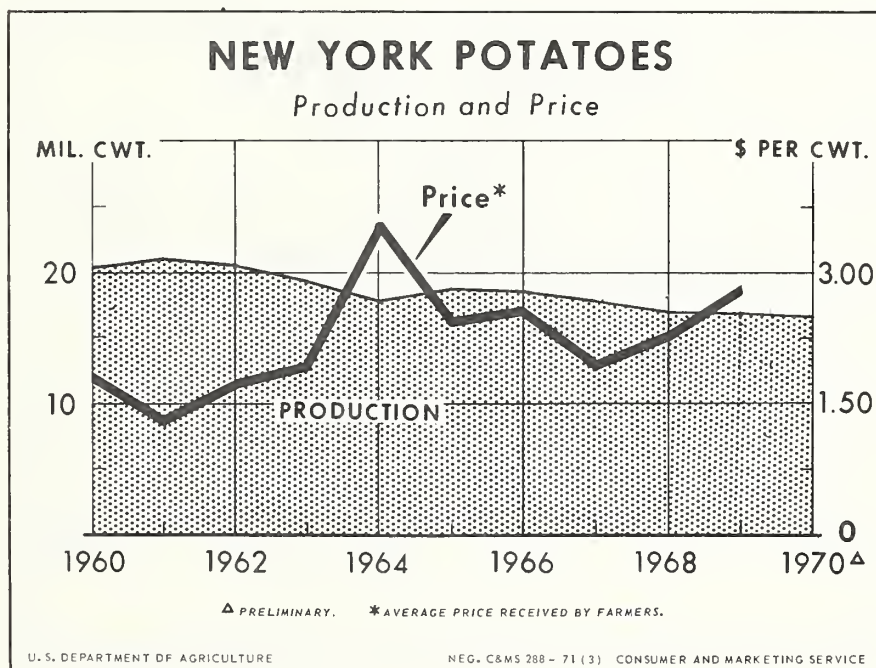


Figure 7

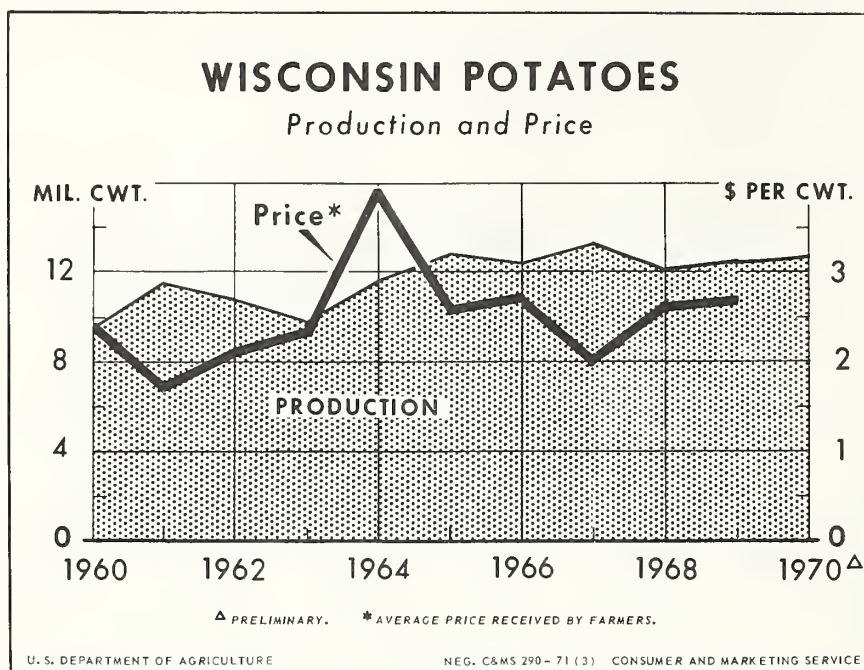


Figure 8

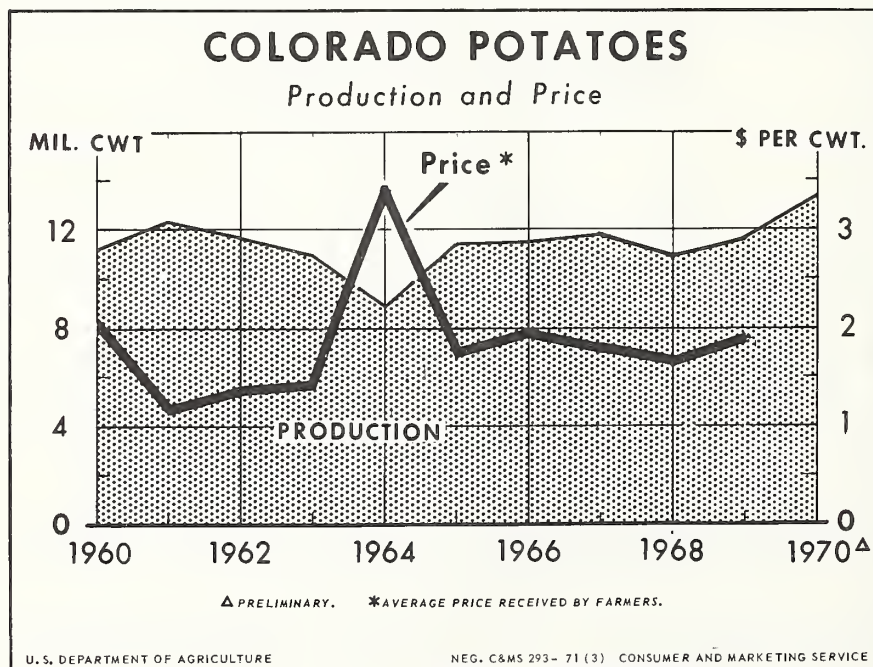


Figure 9

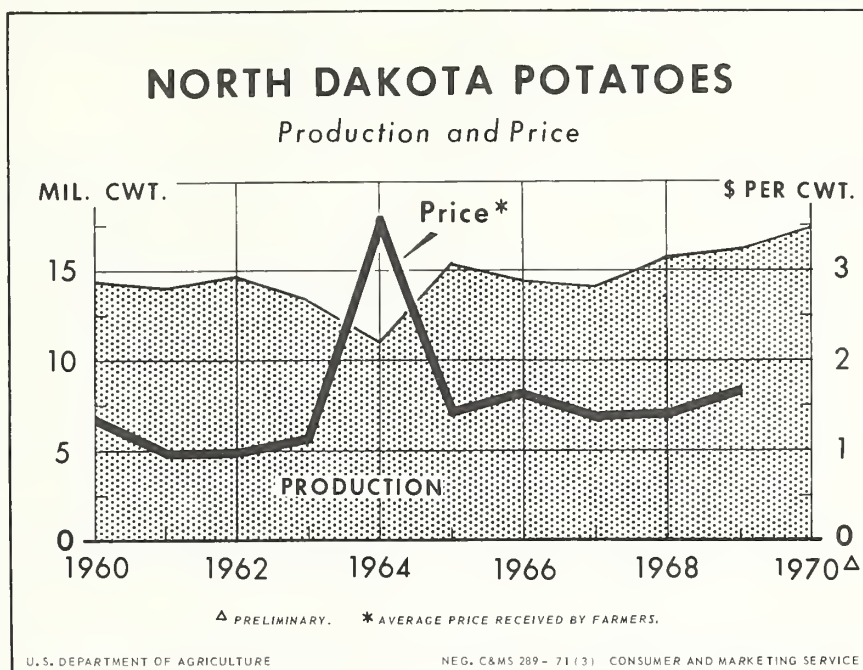


Figure 10

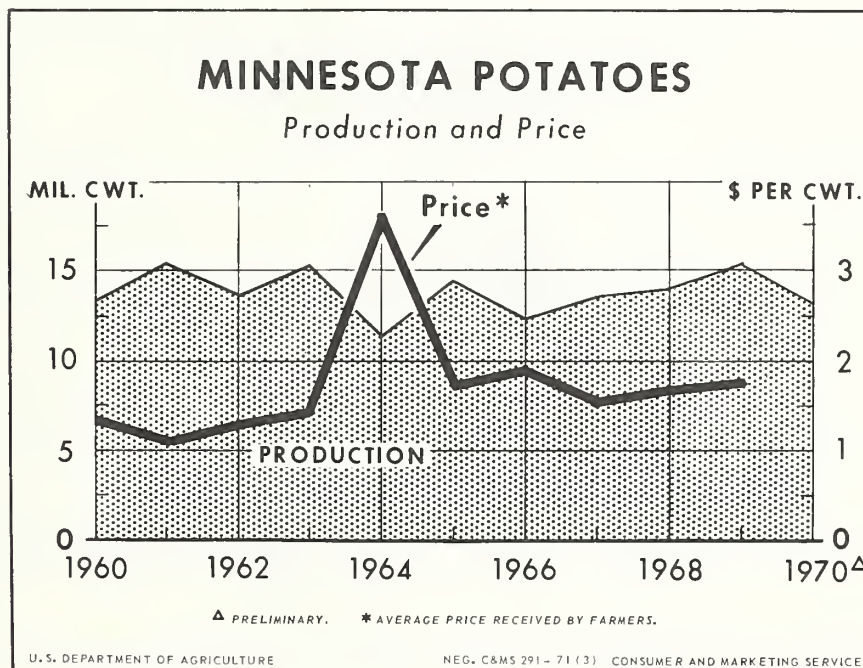


Figure 11

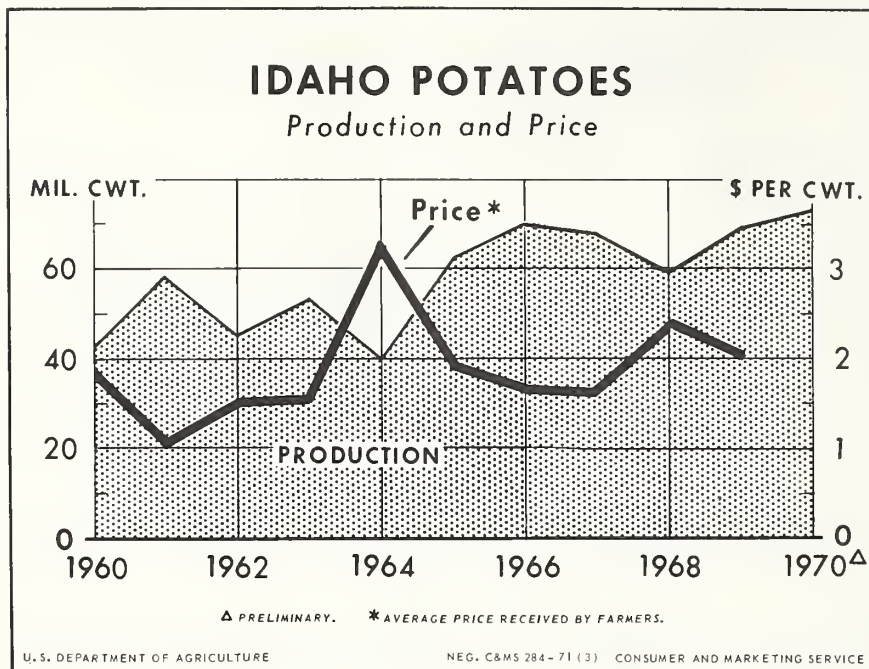


Figure 12

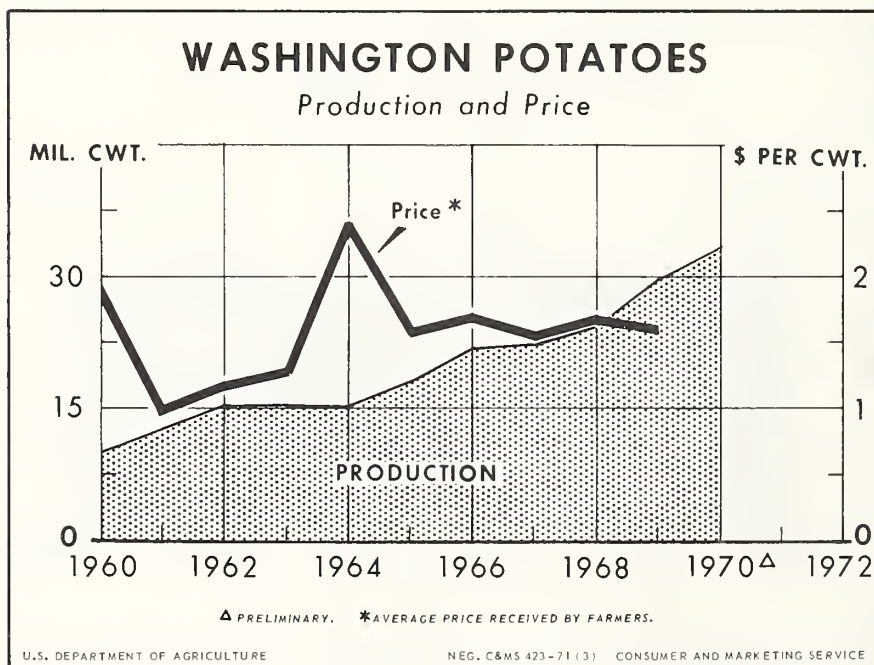


Figure 13

VI. POTATO PRODUCTION AND PRICE, SELECTED STATES (continued)

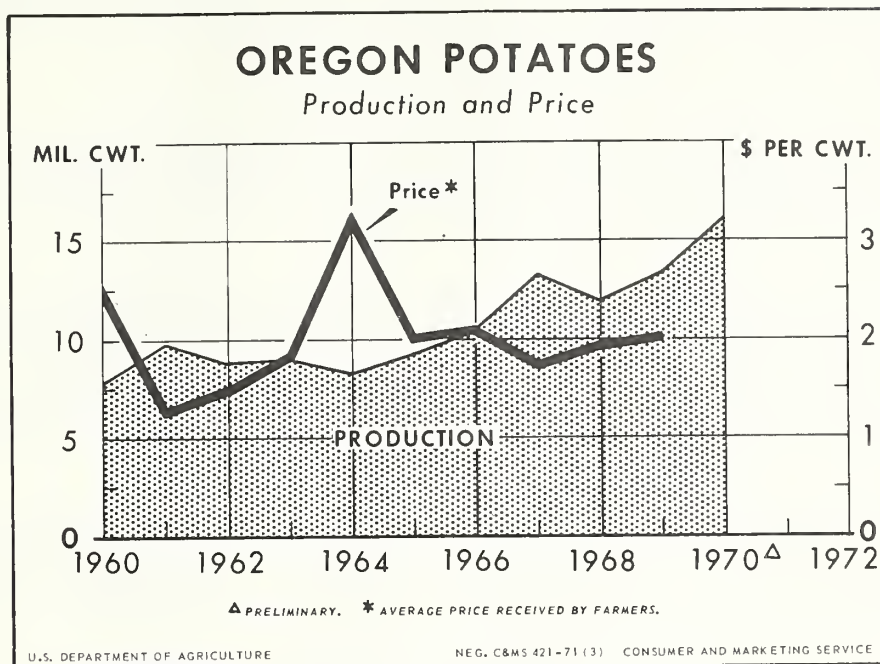


Figure 14

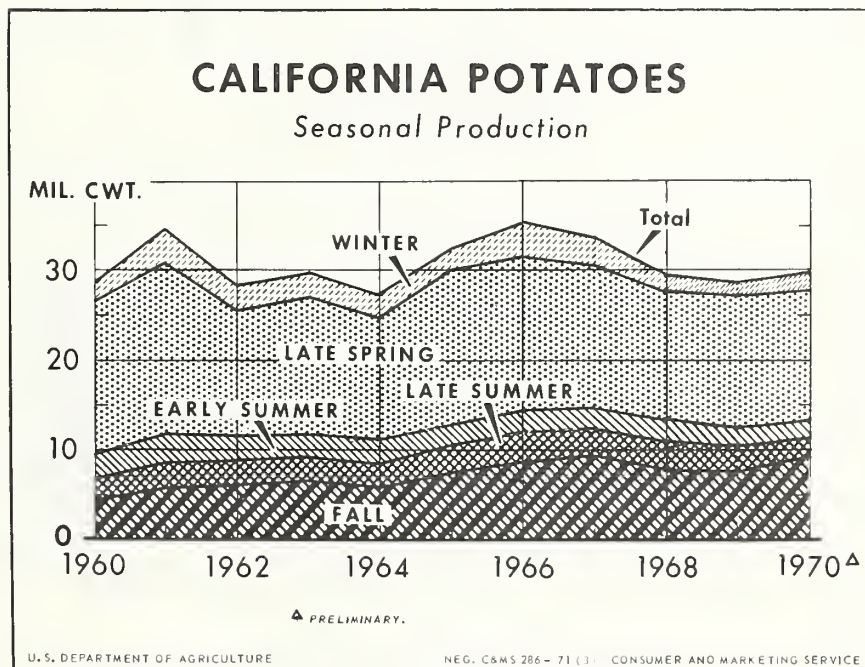


Figure 15

VII. U. S. POTATO INDUSTRY

Major trends in the potato industry considered in the preparation of the marketing guides are described in the commentary and charts that follow:

Acreage, Yield, Production, and Value (See Table 5)

The U. S. potato acreage has shown small annual changes since 1965 (Figure 16). At the same time, fall crop acreage has trended upward. In 1970, 23 percent of the total potato acreage was reported in Idaho, almost 11 percent was in Maine, and 8 percent in North Dakota.

The 1970 average potato yield was a record 228 hundredweight per acre, a 3-percent gain compared with 1969. Selected seasonal averages are shown in Figure 17. Washington and California are the top States in yield, with 1970 averages of 386 hundredweight and 340 respectively. Potato yield likely will trend upward, especially if "marginal acreages" are retired and there is an increasing concentration of plantings in high-yield States.

The U. S. 1970 production was a record--324.9 million hundredweight, 4 percent above 1969. Almost four-fifths of the 1970 crop originated in the fall group of States (Figure 18) and almost 10 percent in the late summer group. The U. S. 1971 guide production is 298 million hundredweight.

Potato price and value peaked in 1964 (Figure 19) when output was relatively small. The 1970 value of sales is expected to total slightly more than the 1969 estimated value of \$622 million. As a source of cash receipts in 1969, potatoes ranked 13th in the list for all farm commodities.

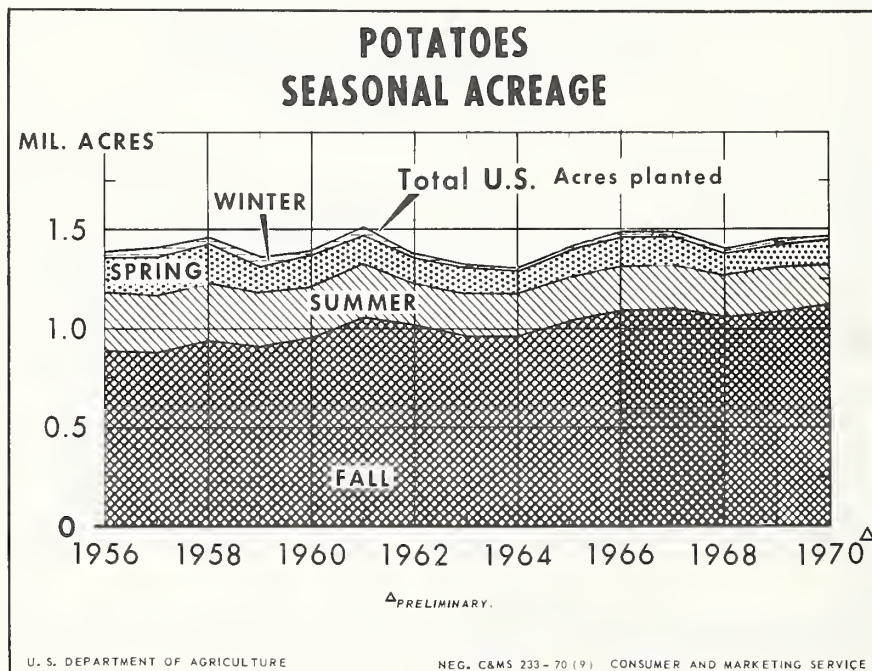


Figure 16

VII. U. S. POTATO INDUSTRY (continued)

Table 5.--Potatoes: U. S. total crop, selected data, 1956-70

Crop year	: Harvested : acreage	: Yield : per : harvested : acre	: Production :	: Farm : price :	: Value of : sales :
	<u>Thousand acres</u>	<u>Cwt.</u>	<u>Million cwt.</u>	<u>Dollars per cwt.</u>	<u>Million dollars</u>
1956	1,371.0	179	245.8	2.02	425
1957	1,359.4	178	242.5	1.91	405
1958	1,428.4	187	266.9	1.31	306
1959	1,330.7	184	245.3	2.27	492
1960	1,386.2	185	257.1	2.00	457
1961	1,480.2	198	293.2	1.36	354
1962	1,347.1	197	264.8	1.67	396
1963	1,323.0	205	271.2	1.78	437
1964	1,271.9	190	241.1	3.50	765
1965	1,383.5	210	291.2	2.53	665
1966	1,464.0	210	306.9	2.04	539
1967	1,457.3	210	305.3	1.86	504
1968	1,376.1	214	294.0	2.23	589
1969	1,413.4	221	311.9	2.23	622
1970 prel.	1,424.7	228	324.9	----	---

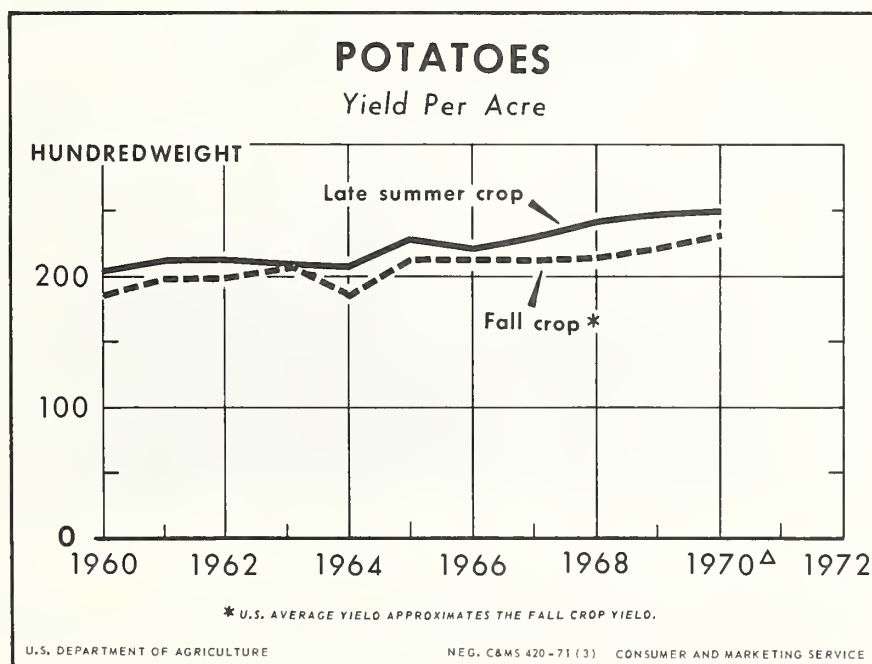


Figure 17

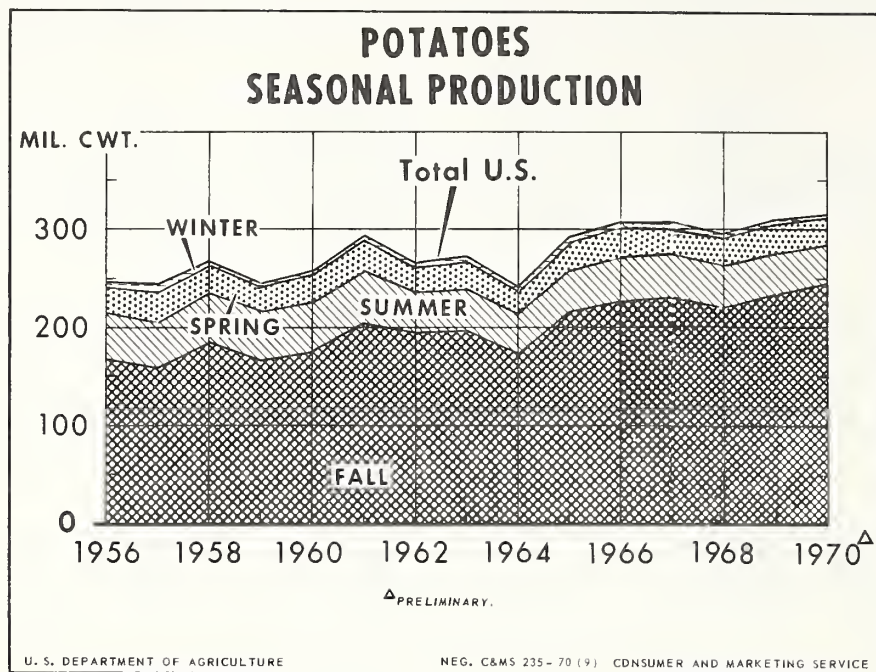


Figure 18

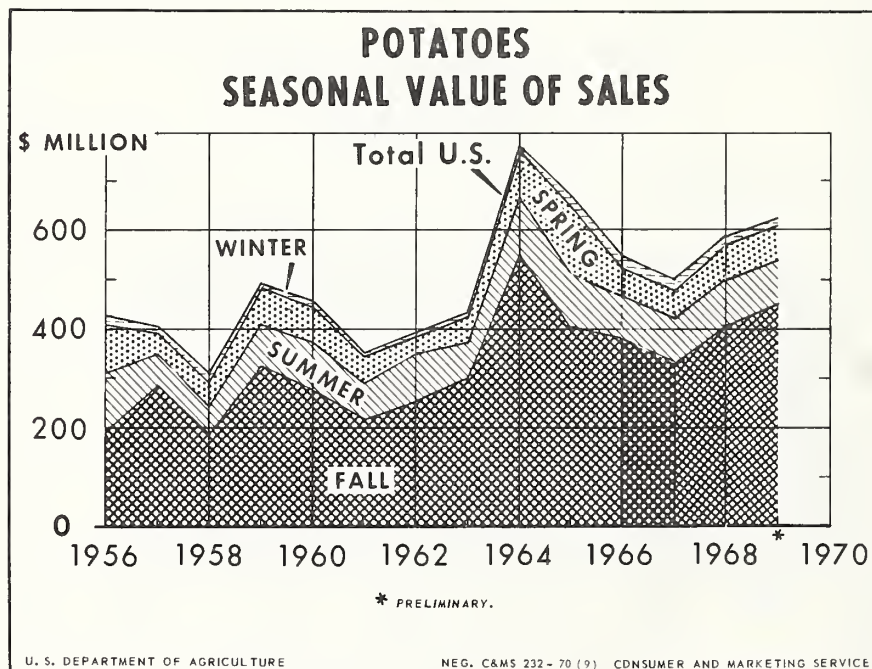


Figure 19

VIII. FOREIGN TRADE IN POTATOES

Foreign trade in fresh potatoes is largely with Canada (Table 6). In 1968/69, import and export totals matched closely in contrast with 1969/70 when exports were much higher. From time to time, potatoes are exported to Latin American Countries and Europe.

The U. S. duty on fresh potato imports is 37.5 cents per hundredweight for up to 114 million pounds of certified seed plus 45 million pounds of "other" potatoes. When these quotas are filled, the duty increases to 75 cents.

In addition to fresh potatoes, substantial quantities of dehydrated potatoes have been moved to foreign outlets, particularly the United Kingdom and western Europe. The 1970 exports of dehydrated potatoes totaled 16.1 million pounds. This compared with 17.4 million pounds in 1969. A pound of dehydrated potatoes is equivalent to approximately 7.2 pounds of fresh.

Table 6.--Foreign Trade in Fresh Potatoes

Quota year 1/	Imports from Canada			Exports		
	Seed	Table	Total 2/	To Canada	Other countries	Total
	----- 1,000 hundredweight -----					
1960/61	633.2	83.5	716.7	2,228.5	187.3	2,415.8
1961/62	530.3	354.9	885.2	1,558.6	404.5	1,963.1
1962/63	585.8	307.8	893.6	1,854.5	1,658.6	3,513.1
1963/64	800.5	783.0	1,583.7	1,240.7	270.6	1,511.3
1964/65	1,455.2	1,984.9	3,441.4	1,496.6	156.8	1,653.4
1965/66	792.2	327.1	1,121.8	2,945.7	171.1	3,116.8
1966/67	1,477.1	1,268.5	2,749.6	2,356.1	209.0	2,565.1
1967/68	802.2	438.2	1,240.4	3,097.7	395.1	3,492.8
1968/69	1,413.5	1,282.3	2,695.8	2,454.7	148.6	2,603.3
1969/70	1,054.2	725.1	1,779.6	2,717.4	479.7	3,197.1

1/ Year beginning October 1.

2/ Includes a small volume from "Other Countries": 200 hundredweight in 1963/64; 1,200 hundredweight in 1964/65; 2,500 hundredweight in 1965/66; 4,000 hundredweight in 1966/67; and 300 hundredweight in 1969/70.

Source: Foreign Agricultural Service, USDA.

IX. POTATO UTILIZATION

In 1969, 78.6 percent of the total potato crop was used for food, 8 percent for seed, 3.6 percent for livestock feed, 2.8 percent for starch and flour, and 7 percent was accounted for in shrinkage and loss, according to the Statistical Reporting Service. The 1969 utilization percentages by outlets were representative of crop use in recent years. In a "short-crop" year, the food use percentage increases and the combined percentage for non-food uses decreases; when a surplus crop is produced, the food use percentage declines. A summary of potato utilization is on page 27. Principal uses of potatoes are depicted in Figures 21 through 26.

The total quantity of potatoes used for food fluctuated narrowly from 1965 through 1968. In 1969, however, the food quantity increased to a record 245.2 million hundredweight, 6 percent more than the 1968 total of 232.1. The increase was largely in use for food processing.

The total use of fresh table potatoes decreased by 16.5 percent between 1960 and 1969. In the comparable period, the raw product used for food products increased almost 138 percent. In 1969, approximately 52.6 percent of total food potatoes consisted of fresh use and 47.4 percent processed; in contrast, the 1960 processed percentage was 24.1 percent, and fresh 75.9 percent.

A summary of food utilization in percentage equivalents for selected years is shown below:

Crop year	:	1956	:	1960	:	1969
	:	<u>Percentage of total food use</u>				
Fresh	:	86.3		75.9		52.6
Processed	:	<u>13.7</u>		<u>24.1</u>		<u>47.4</u>
Total	:	100.0		100.0		100.0
Processed:	:					
Chips, shoestrings	:	8.1		10.3		14.5
Dehydrated	:	1.8		5.0		10.4
Frozen	:	2.6		7.4		21.0
Canned	:	<u>1.3</u>		<u>1.4</u>		<u>1.6</u>
	:	13.7*		24.1		47.4*

Total food use as	:					
percentage of production	:	73.3		79.1		78.6

* Data do not add to total due to rounding.

Potato seed requirements have shown a slight uptrend. The 1969 seed use was 24.6 million hundredweight compared with 24.4 million in 1968, and 23.3 million in 1967.

The aggregate residual use of potatoes for starch, flour, feed, and shrinkage, waste, and loss varies depending on the size of the crop. These outlets

combined accounted for an eighth of the total utilization in both 1968 and 1969. The expansion in food processing facilities has resulted in smaller quantities utilized for starch and flour manufacture. Potato utilization data are shown in Figures 20 through 27. And additional data are shown in Tables 7 through 10, beginning on page 27.

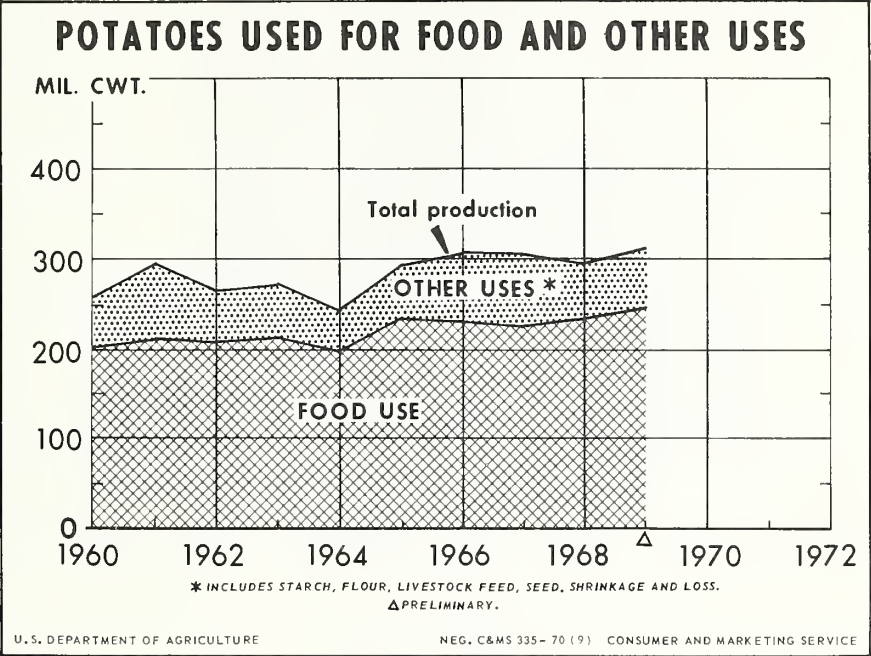


Figure 20

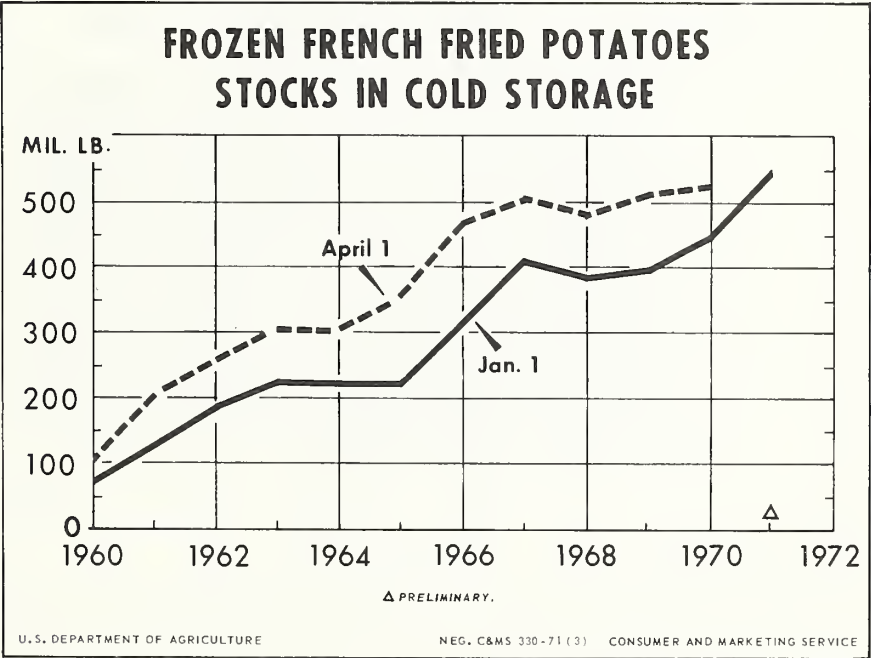


Figure 21

IX. POTATO UTILIZATION (continued)

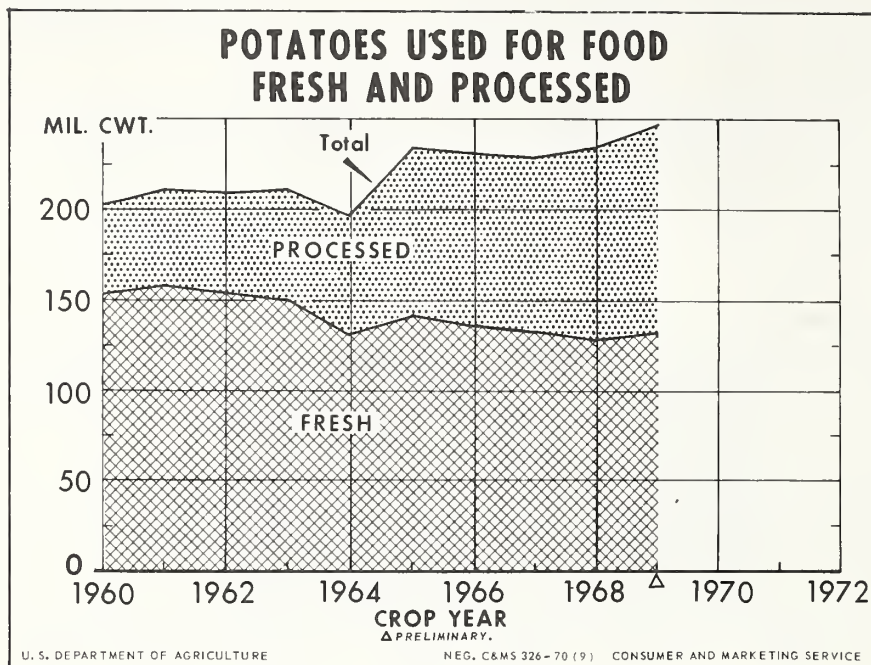


Figure 22

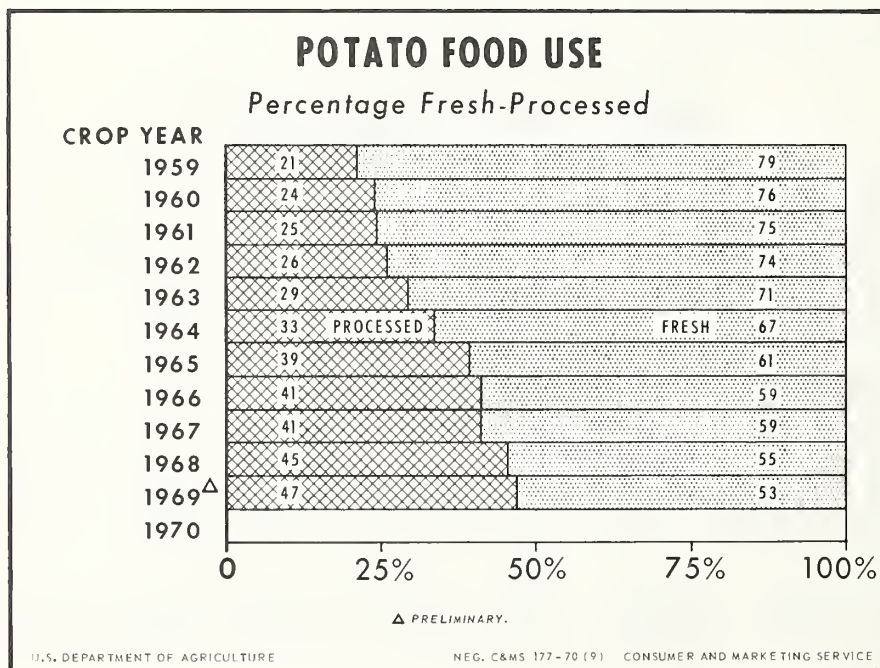


Figure 23

IX. POTATO UTILIZATION (continued)

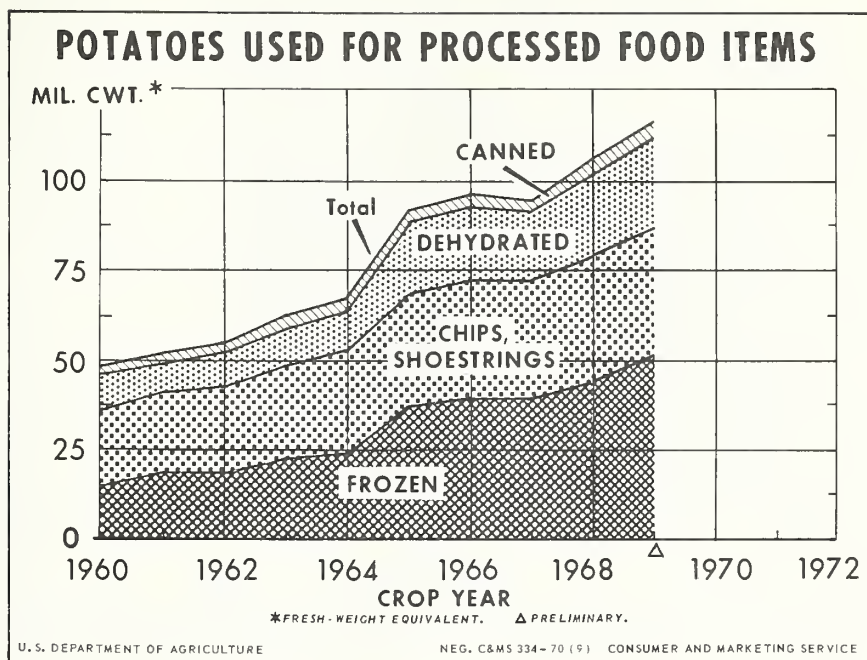


Figure 24

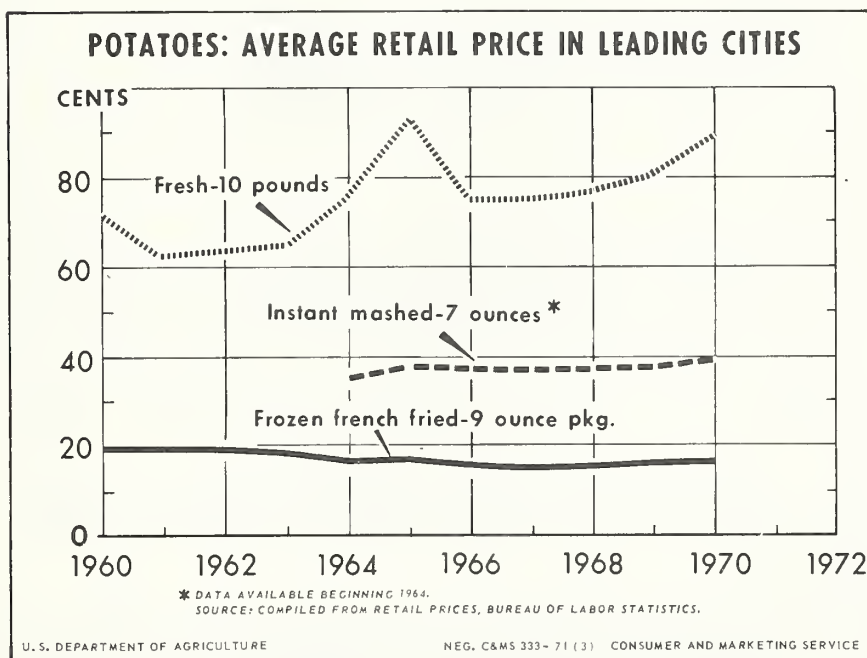


Figure 25

IX. POTATO UTILIZATION (continued)

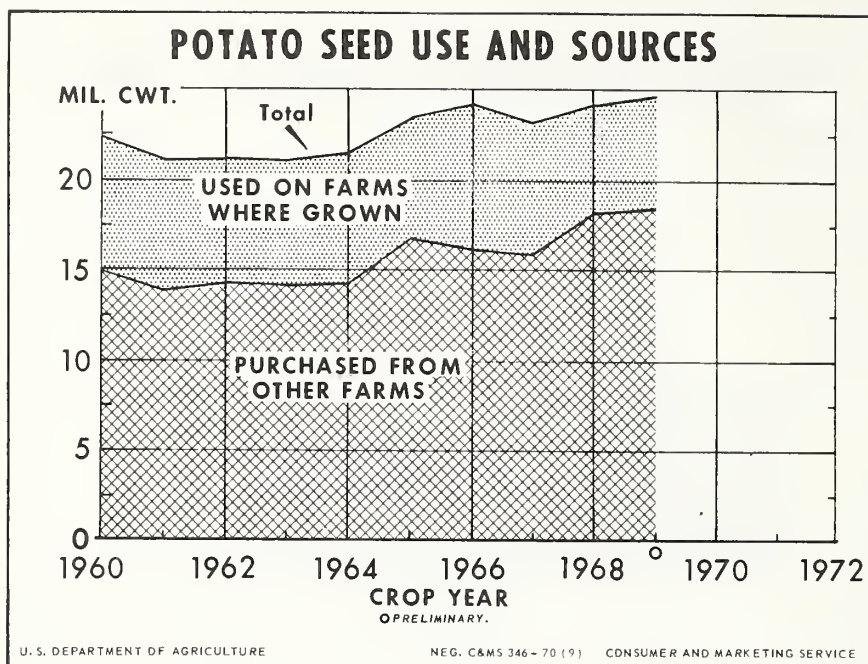


Figure 26

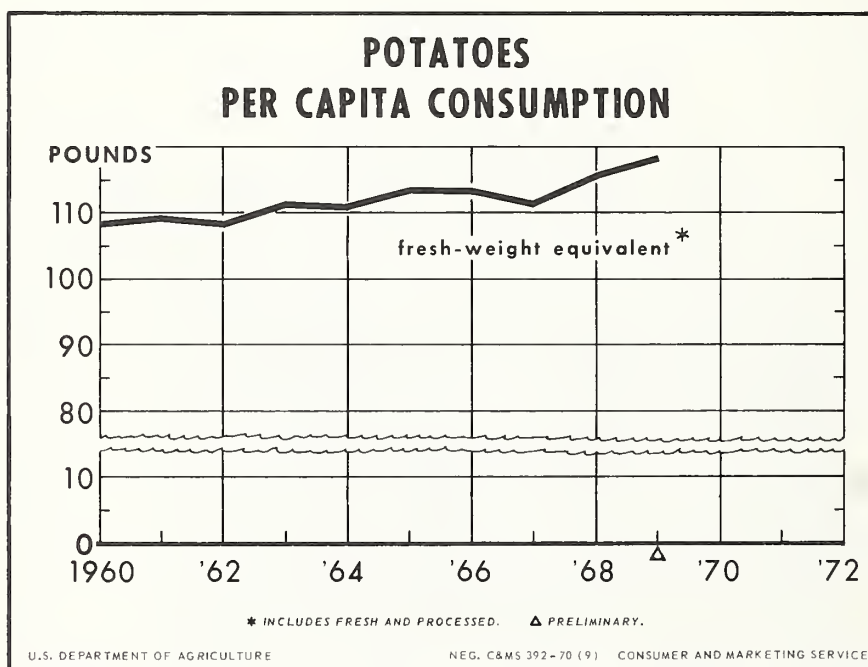


Figure 27

Per Capita Consumption

Per capita consumption of potatoes showed an irregular upward trend during the 1960's. Per capita use in 1969 was estimated at 118 pounds, fresh-weight equivalent, versus 115 pounds in 1968, and 107 pounds in 1959. Details on consumption are shown in Table 6.

Table 7.--Potatoes: Production and per capita consumption, 1956-69

Year	Production	Per capita consumption						
		Total	Fresh	Total	Canned	Frozen	Chips and shoestrings	Dehydrated
		fresh and processed						
	Million cwt.							
1956	245.8	102.7	88.7	14.0	0.5	2.9	8.9	1.7
1957	242.5	109.3	94.2	15.1	.5	2.9	9.6	2.1
1958	266.9	104.7	87.7	17.0	.6	3.5	10.1	2.8
1959	245.3	106.7	86.4	20.3	.5	4.9	11.0	3.9
1960	257.1	108.4	84.7	23.7	.5	6.6	11.6	5.0
1961	293.2	109.2	84.5	24.7	.5	6.8	12.3	5.1
1962	264.8	107.2	79.5	27.7	.4	9.4	13.1	4.8
1963	271.2	111.2	80.8	30.4	.4	11.0	13.9	5.1
1964	241.1	110.8	75.5	35.3	.4	14.6	14.8	5.5
1965	291.2	107.5	69.0	38.5	.5	14.2	15.7	8.1
1966	306.9	113.3	68.5	44.8	.6	17.3	16.6	10.3
1967	305.3	111.1	65.0	46.1	.5	18.9	16.8	9.9
1968	294.0	115.4	66.0	49.4	.6	21.2	17.0	10.6
1969 2/	311.9	118.2	63.4	54.8	.6	24.5	17.6	12.1

1/ Fresh-weight basis.

2/ Preliminary.

Source: Economic Research Service, USDA.

Table 8.--Potatoes: Selected data for seasonal crops, 1966-70*

Season	Acres		Yield	Production	Farm price	Season	Acres		Yield	Production	Price
	Pl.	Har.					Pl.	Har.			
	1,000 acres	1,000 acres	Cwt.	Million cwt.	Dollars per cwt.		1,000 acres	1,000 acres	Cwt.	Million cwt.	Dollars per cwt.
Winter											
<u>Early Summer</u>											
1966	25.9	25.5	199	5.1	2.90	1966	87.9	87.1	158	13.7	2.06
1967	24.8	24.7	198	4.9	3.30	1967	88.3	87.3	160	14.0	2.85
1968	22.2	21.9	177	3.9	3.23	1968	86.9	85.3	164	14.0	2.66
1969	21.0	19.8	193	3.8	3.39	1969	86.2	84.8	159	13.5	2.67
1970	19.5	18.8	191	3.6		1970	83.4	82.0	159	13.0	
<u>Late Summer</u>											
1966	39.0	35.6	138	4.9	3.29	1966	134.9	133.5	220	29.4	2.19
1967	37.0	28.0	105	2.9	3.28	1967	127.8	125.9	227	28.6	2.04
1968	34.4	33.1	152	5.0	3.31	1968	125.3	123.6	242	29.9	1.97
1969	33.0	32.5	175	5.7	2.92	1969	120.3	116.9	249	29.1	2.19
1970	30.0	29.6	161	4.8		1970	125.3	123.1	249	30.7	
Late Spring											
<u>Fall</u>											
1966	115.7	113.3	229	25.9	1.95	1966	1,093.7	1,069.0	213	227.8	1.97
1967	104.7	102.8	230	23.7	2.23	1967	1,114.2	1,088.6	212	231.2	1.68
1968	83.2	82.4	248	20.4	3.05	1968	1,056.3	1,029.8	214	220.8	2.11
1969	92.3	88.5	241	21.3	2.56	1969	1,102.8	1,070.9	223	238.5	2.14
1970	81.5	81.1	260	21.1		1970	1,113.3	1,090.7	231	251.8	
Total Spring											
<u>U. S.</u>											
1966	154.7	148.9	207	30.9	2.17	1966	1,497.1	1,464.0	210	306.9	2.04
1967	141.7	130.8	203	26.6	2.35	1967	1,496.8	1,457.3	210	305.3	1.86
1968	117.6	115.5	221	25.5	3.10	1968	1,408.3	1,376.1	214	294.0	2.23
1969	125.3	121.0	223	27.0	2.64	1969	1,455.6	1,413.4	221	311.9	2.23
1970	111.5	110.7	233	25.8		1970	1,452.7	1,424.7	228	324.9	

* 1970 preliminary.

Table 9.--Potato Production in States and Areas Covered
Under an Active Federal Marketing Agreement and Order, 1970 Crop

State or area	: Late : Spring	: Early : Summer	: Late : Summer	: Fall	: Total
	1,000 cwt.				1,000 cwt.
North Carolina 1/	1,500				1,500
Virginia 2/		3,718			3,718
Colorado			3,600	9,990	13,590
Washington			8,580	25,010	33,590
Idaho and Malheur County Oregon				79,323	79,323
Oregon, other counties 3/				9,928	9,928
Northern California 4/				5,440	5,440
Total	1,500	3,718	12,180	129,691	147,089

1/ 8 Northeastern Counties (see footnote 2).

2/ Eastern Shore; included in marketing order area with North Carolina.

3/ All counties except Malheur County.

4/ Estimate for Modoc and Siskiyou Counties; these 2 counties included in marketing order area with Oregon "other counties."

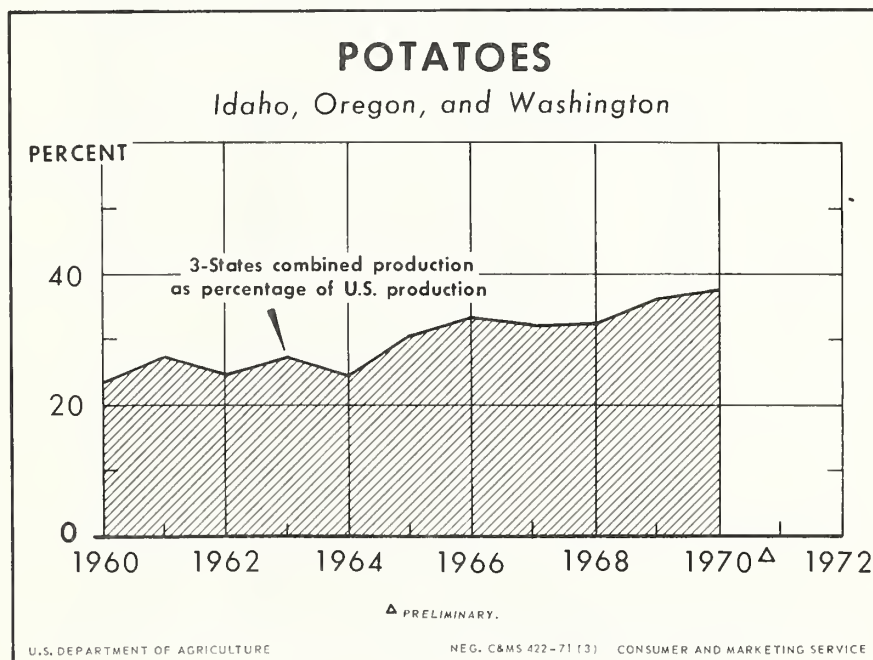


Figure 28

Table 10.-- Potatoes, United States: Utilization of 1956-69 crops

Utilization items	Crop year												
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968
	Thousand cwt.												
Fresh food:													
Tablestock	146,048	148,408	148,868	148,497	149,002	153,594	149,710	146,981	129,513	139,542	133,856	131,184	124,537
On-farm	9,312	8,176	7,279	5,913	5,310	4,773	3,955	3,400	2,776	2,597	2,378	2,289	2,114
Subtotal	155,360	156,584	156,147	154,410	154,312	158,367	153,665	150,381	132,289	142,139	136,234	133,473	126,651
Processed food:													
Chips, etc.	14,566	17,356	17,063	20,085	21,018	22,642	24,086	26,693	28,783	31,292	32,729	32,406	34,035
Dehydration	3,223	3,776	5,917	7,656	10,104	8,518	9,280	9,909	10,801	20,166	19,811	19,084	22,761
Frozen	4,675	4,827	8,263	9,918	15,042	18,138	18,400	22,425	23,654	37,302	39,631	39,609	44,562
Canned	2,283	2,606	2,864	2,447	2,809	2,775	2,926	3,240	3,201	3,348	3,386	3,358	4,041
Subtotal	24,747	28,565	34,107	40,106	48,973	52,073	54,692	62,267	66,439	92,108	95,557	94,457	105,399
(1) Total food	180,107	185,149	190,254	194,516	203,285	210,440	208,357	212,648	198,728	234,247	231,791	227,930	232,050
(2) Starch, flour	18,336	12,691	18,387	7,718	10,177	20,493	11,285	11,737	2,990	8,081	11,001	12,049	7,752
(3) Feed sales	7,675	8,950	18,918	6,607	5,348	20,340	7,913	10,103	5,587	5,797	8,440	16,800	8,877
Feed on farms	4,148	2,718	3,916	3,104	2,940	4,192	3,340	3,087	1,871	2,179	2,930	2,781	2,068
Total	11,823	11,668	22,834	9,711	8,288	24,532	11,253	13,190	7,458	7,976	11,370	19,581	10,945
(4) Seed sales	13,435	13,641	13,079	13,583	14,823	13,823	14,333	14,159	14,203	16,922	16,173	15,846	17,407
Seed on farm	6,752	7,577	7,086	7,093	7,560	7,191	5,955	5,911	7,363	6,510	8,113	7,427	6,985
Total	20,187	21,218	20,165	20,676	22,383	21,014	20,288	20,070	21,566	23,432	24,286	23,273	24,392
(5) Shrinkage, and loss	15,339	11,796	15,257	12,651	12,971	16,687	13,627	13,513	10,334	17,433	28,454	22,501	18,845
(6) Production	245,792	242,522	266,897	245,272	257,104	293,166	264,810	271,158	241,076	291,169	306,902	305,334	293,984

Source: Annual reports of the Statistical Reporting Service, United States Department of Agriculture.

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